

Drinking is an adult pleasure. It's accepted in our society and it's enjoyable, providing it's handled with intelligence and moderation. It can be part of your lifestyle if you wish. It shouldn't be all of your life.

To enjoy the pleasures of drinking is up to you. A little self-discipline will make a good scotch, a fine wine and a cool beer well worth savouring.

Consider when to say when—limit the amount you drink when you decide to drink.

Consider which occasion should be a drinking occasion—many activities are more enjoyable and better for your health and safety without alcohol consumption.

Consider exercising the moderating influence you have with your friends and your social situations. If you decide to be more 'European' in your drinking habits, balance it off against your current drinking patterns and whenever possible, try to eat when you drink.

Finally, you know when you've had enough.

Here's looking at you—to your good health!



Ministry of
Health



moderation

**Mix a little
thinking with
your drinking.**

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To drink or not to drink.

Many people don't drink.

Some because they don't approve of it, some because they can't hold it, some because their doctors have forbidden it, and some because they just don't like it. And that's just fine. But the fact is, most people drink—and enjoy it.

Drinking is part of our society—considered part of being civilized. When man discovered the chemistry of fermentation, we entered the world of alcohol consumption, with all of its pleasures and its problems.

A great deal of time, history, invention and ingenuity has gone into the art of making wines, spirits and beers. A great wine is viewed as a noble tribute to our discriminating senses of sight, taste and smell. You can easily confirm this by observing the group ecstasy of wine connoisseurs when a good bottle is sampled.

Drinking has been with us for centuries—unfortunately, so have drunks—but for most of us social drinking is pleasurable. It provides solace, relaxation, stimulus and, in moderation, adds to the pleasure of foods, friends, and conversation. It's certainly not necessary to living, but it can add to its pleasures.

When to say when.

The problem with drinking is simply too much drinking. When drinking ceases to be a social grace it becomes a social disease. In our society this can happen very easily. Not too many years ago, people worked longer hours for less money. The enjoyment and cost of drinking was reserved for special occasions.

Weddings, birthdays, parties and holidays were very special and personal events. People toasted more and drank less. There was a greater restraint to drinking. Today we are more affluent, with more leisure time and disposable income. Our way of life now seems to suggest that every occasion is a drinking occasion.

Advertising and our lifestyle promote drinking as a natural part of the good life. About the only time drinking is not considered proper is when we are sleeping. Now, if you think about it, too much of anything isn't good—and too much drinking is drunk.

Down the hatch.

Drinking can be an expensive habit—to our pocketbooks and to our health. Medically, alcohol is defined as a general anesthetic. It is therefore reasonable to assume that too much can put you to sleep, perhaps permanently. However, alcohol's real danger is much more subtle because it's much more gradual.

Habitual heavy drinking over a long period of time can sneak up on you, slowly harming you in several ways simultaneously. First it can deteriorate your health—heavy drinkers can suffer loss of appetite, vitamin deficiencies, stomach inflammation, skin problems, infections and sexual impotence. Over an extended period, some heavy drinkers also develop deterioration of the nervous system, liver damage, disorders of the heart and blood vessels and, in very severe cases, mental confusion and loss of memory.

Then there's the deterioration of your lifestyle. Instead of adding to it, too much alcohol begins to destroy it. It can cause tragic human damage to family life and

friendships, plus a high proportion of income spent on drink and finally, loss of employment itself.

The European way.

Ontario has become more 'civilized' in its drinking habits by adopting 'European' drinking patterns. That is, drinking throughout the day, drinking more wine, and drinking more often with meals.

Unfortunately, this drinking pattern is being superimposed over Canadian drinking habits, causing a dangerous 'stacking effect' of increased, continual and cumulative alcohol consumption. The fine and poetic thought; 'A meal without wine is like a day without sunshine' is fast becoming, 'A day without cocktails, beer, wine and liqueurs is like a day without meaning.' There is a danger here that should be of concern to everyone.

The hair of the dog.

At one time or another, most people have suffered from a hangover brought about from consuming too much alcohol. There are as many recipes for hangovers as there are for sure-fire aphrodisiacs. Regrettably, none of them work. Things like lining the stomach with milk, drinking coffee, eating raw eggs may help the dairy industry, Brazil and egg farmers, but they do little to prevent or cure hangovers. Ample food in the stomach, either before or immediately after drinking, will help to slow down the rate of absorption of alcohol into the bloodstream, but the only proven way to eliminate a hangover is to drink in moderation.